

Message Text

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PAGE 01 OSLO 00643 130832Z

46

ACTION EUR-06

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TO USDOC WASHDC

INFO SECSTATE WASHDC 7803

UNCLAS OSLO 643

EO 11652: N/A

TAGS: BEXP NO

SUBJECT: FOREIGN BUYER GROUP TO US: BUILDING MATERIALS

REF: USDOC 1762; OSLO 350

1. DAHL OF BYGG-KJEDEN MOST APPRECIATE OF, AND MOST FAVORABLY IMPRESSED BY, DOC OFFER OF COOPERATION AND ASSISTANCE. HE AND NEUMANN WOULD APPRECIATE OPPORTUNITY TO DISCUSS PROJECT WITH DOC ACTION OFFICER TUESDAY MARCH 5 TOGETHER WITH REPRESENTATIVE FROM SPLENDID TOURS, NEW YORK. PLEASE ADVISE NAME, ROOM NUMBER AND TELEPHONE NUMBER OF APPROPRIATE CONTACT AND WHETHER MARCH 5 MEETING AGREEABLE.

2. DAHL AND NEUMANN ALSO INTERESTED IN MEETING WITH SHOW ORGANIZERS AND NATIONAL BUILDING MATERIALS DISTRIBUTORS ASSOCIATION IN CHICAGO, AGAIN ACCOMPANIED BY SPLENDID REPRESENTATIVE. CAN DOC SET UP MEETINGS FOR MARCH 7? WILL BRING DRAFT ARTICLE ON BYGG-KJEDEN FOR TRADE JOURNAL.

3. PRESENT THINKING, SUBJECT TO REVISION FOLLOWING WASHINGTON AND CHICAGO MEETINGS, IS AS FOLLOWS: ENTIRE GROUP TO VISIT BUILDERS-DEVELOPERS EXPOSITION, MAKING INDIVIDUAL CONTACTS AND PERHAPS OTHER ACTIVITIES SUCH AS GROUP BRIEFING BY BUILDING MATERIALS DISTRIBUTORS. THEN AFTER SHOW, SPLIT UP INTO SMALL GROUPS (PAIRS) FOR INDIVIDUAL FOLLOW UPS WITH CONTACTS MADE AT SHOW. SUB-GROUPS MIGHT ALSO BE CHARGED WITH INVESTIGATION OF A PARTICULAR ASPECT OF THE U.S. TRADE, E.G. TRAINING, FINANCE, MARKETING, ETC. ENTIRE GROUP WOULD RE-ASSEMBLE IN NEW YORK FOR

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ADDITIONAL CONTACTS AS SUGGESTED IN PARAGRAPH 5 OF USDOC 1762,

AND FOR WRAP-UP SESSIONS INCLUDING REPORTS ON THOSE ASPECTS OF TRADE STUDIED. DIFFICULTIES OF PLANNING SUCH INDIVIDUAL ITINERARIES ARE RECOGNIZED, HOWEVER, AND DAHL IS NOT INFLEXIBLE ON THIS ASPECT.

4. ACTION REQUESTED: (A) DATA ON DOC CONTACT AND WHETHER MARCH 5 MEETING AGREEABLE. (B) WHETHER MEETINGS WITH SHOW SPONSORS AND DISTRIBUTORS ASSOCIATION FEASIBLE CHICAGO MARCH 7, AND IF SO, DATA ON CONTACTS. BYRNE

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